

# APPERSON CAR 25 YEARS YOUNG

First One Built Quarter of Century Ago—Makers Consistent Pioneers.

It is a mighty difficult matter when walking through the aisles of the magnificent display of automobiles at the show to realize it was just a quarter of a century ago that the Apperson brothers built the first practical motor passenger vehicle in America.

The more or less ridiculed horseless carriage of that time has developed until today it has become not only a world industry, but an economic necessity. Not only did the Apperson brothers build the first car, but they built the first car that their accomplishments in twenty-five years is like reading an inside history of a whole industry. A few of these accomplishments in which the Apperson brothers were pioneers follow:

They built the first double-axle motor car, the first four door motor car, the first car with a float feed carburetor, the first car with electric ignition, the first gasoline motor car engine to win an award in America, the car that won the first American speed contest, the car that won the first 100 mile non-stop run in America, the car that made the first long overland American tour, the two cars that won first and second prizes in the first Automobile Club of America race, and one of the first American four cylinder cars.

**Won Prize in 1893.**

Elmer Apperson and Edgar Apperson attended the Times-Herald contest, Chicago, 1893, and were awarded first prize money for the best designed gasoline engine for motor cars. This was the first award of such a nature to be given an American automobile.

Elmer Apperson drove races at the hippodrome track with the Robinson & Franklin Circus, and went over the country in 1893.

Elmer Apperson drove races at Sioux City, Iowa, on a one mile track on July 4, 1894.

Elmer Apperson drove an exhibition car at the Minneapolis Bicycle Show, hauling passengers around the exhibition hall at 10 cents each, in the fall of 1896.

Elmer Apperson won first speed contest given in America at Charles Power Park track, Boston, September, 1897.

Elmer Apperson drove first car in contest to run 100 miles without a stop. Long Island Automobile Club contest, April, 1901.

Elmer Apperson drove first long overland run from Kokomo, Ind., to New York city, 900 miles, delivering car to customer, August, 1898.

Elmer and Edgar Apperson were winners of first and second in the first big contest given by the Automobile Club of America, overland run from New York to Buffalo, September, 1901.

The Apperson brothers separated from the Haynes-Apperson Company and formed Apperson Bros. Automobile Company, November, 1901.

The Apperson brothers shipped their first car under the new organization in July, 1902; price, \$3,500. The Apperson brothers built the first four cylinder car in April, 1903.

**Built First Side Door Car.**

The Apperson brothers built first side door touring car in the country, 1904.

The Apperson won best percentage in Algonquin Hill climb over fifty-nine competitors, showing best time for weight and size of motor, 1907.

The Apperson won first in light stock car race, Savannah, Ga., March, 1908, and second in heavy car race, same date, Herb Lytle driver.

The Apperson won first in Pasadena-Alhambra hill climb, Los Angeles, Cal., February, 1908; 1.4 miles, average 11.1-2 per cent. grade; 1 minute 36 seconds, standing start; Edgar Apperson driving.

The Apperson won first, heavy car class, at Portola-Oakland road race, Oakland, Cal., 1908; averaged 63.58 miles per hour, stock car.

The Apperson won first in Altadena-Pasadena hill climb, 1909, covering 1.4 miles of 11.1-2 per cent. grade from standing start in 1 minute 24 seconds, or 60 miles per hour, with standard model "Jack Rabbit." Edgar Apperson driving; world's record, which still stands.

As a fitting climax to their 1918 silver anniversary, the Apperson brothers have now completed the first eight cylinder car with single cam shaft and but two cam gears and without the many pieced trigger board.

## MAPS FOR TRUCK DRIVERS.

A. A. A. Anxious to Help Extend Truck Service.

The freight congestion on all of the railroads in the East has recently become so acute that even the postal service has begun to suffer through unavoidable delays in the delivery of second and third class mail. It is now proposed to remedy this condition by the extension of motor truck delivery to various central distributing points within a radius of 100 miles of New York.

The touring bureau of the American Automobile Association is actively co-operating with the postal authorities in order to establish a series of truck routes for the use of mail trucks engaged in interurban service. Strip maps have been compiled covering all of the principal through routes to Philadelphia, New Haven, Poughkeepsie, Middletown, Port Jervis and other important mail distributing centers within one day's haul from New York.

These strip maps are the last word in running directions, as they show graphically land marks, turns in the road, railroad crossings, bridges, etc., and the street names in cities. They are printed in four colors and are folded in such a way that they can be readily slipped into the pocket when not actually in use.

Many of the trunk routes radiating from New York are already covered in this way, while those still unfinished are being rapidly pushed to completion. Truck drivers will find these little maps a veritable mine of condensed information, and the A. A. A. officials believe that their advent marks a long step forward in the prevailing system of mapping local highways.

Supplementing this service there will be kept on file accurate and up to the minute data regarding the condition of these trunk highways, as well as the roads of secondary importance which radiate in all directions from the various distributing centers. This mass of information is available at the New York office of the A. A. A., 501 Fifth Avenue, to tourists as well as the Post Office Department and drivers of commercial trucks.

**New Cadillac Tinting Reflectors.**

Considerable interest is being manifested in the tinting head lamp reflectors on Cadillac cars. This device, known as Cadillac cars this year, is not in the nature of a dimmer or diffuser of light. Rather it is a simple arrangement by which the driver of the car by means of a small lever under the steering wheel controls the position of the reflectors in the head lamps, thereby directing the light rays.

**Centre Cowl—Divided Front Seat.**

The touring car body on the White Six type with a side dividing the front seat. The driver of the White sixteen valve "Four" has the steering wheel, the gear centralized at his fingers' ends. The car has the throttle levers, starting and lighting switches and carburetor adjustments all on the steering column. The passenger seat enables the driver to sit back from the front seat to the tonneau or vice versa without stopping the car.



### Women Now Making Tires.

American women are proving themselves as capable and willing as their English sisters in filling the places of the thousands of men called away to army camps. Hundreds of them are now doing light work in the factories of the United States Tire Company, relieving some of the men for the heavier factory jobs.

Months before this country entered the war the United States Tire Company foresaw the difficulties of hiring men and began training women in the work to which they are best suited as

## COLD CAN'T MAKE PAIGE BALKY NOW

Three New Devices Assure Instant Starting and Full Power Flow.

"In winter weather a car refuses to start because the fuel is too cold to vaporize and the carburetor is cold. We determined, therefore, to heat the fuel. This is accomplished by the electrical gasoline heater which is something like an electric toaster. With this device you have a warm carburetor and perfectly vaporized fuel which assures instant starting even in the coldest weather.

"In winter the engine sputters and kicks and you may have to drive half a mile before you are getting a full and smooth flow of power. That is because a small cold manifold prevents an even flow to all cylinders. We have remedied this by our new superheated manifold.

"The ideal car for winter driving," says Harry M. Jewett, president of the Detroit Motor Car Company, "is one that will start instantly in zero weather and proceed at once under a full and uninterrupted flow of power.

"If it is this winter it has been impossible to attain such an ideal. No matter what price a man paid for a car, when zero weather arrived he was up against the same starting troubles as the owner of the cheapest vehicle on the market.

"An expenditure of \$5,000 did not secure him freedom from a balky engine in cold winter mornings, and it has been rather humiliating to the owners of those expensive cars all dolled up with their ultra luxurious fittings, to stall in front of the garage on an early winter morning, or in front of the theatre on a cold night.

"A man who paid \$3,500 or \$5,000 for a car would seem to be entitled to better treatment than that. The humiliation was still more apparent if after he got his palace on wheels moving the engine continued to cough, sputter and jerk its way down the street.

"While we do not make cars of the ultra expensive type, we determined to solve the cold weather problem, and we believe we have succeeded. We have three devices on our enclosed models in combination exclusive with the Paige which make winter driving practical, providing instant starting in winter weather and an immediate and continuous flow of power. These three devices are the electrical gasoline heater, the superheated manifold and the automatic valve polishing device.

## HUDSON'S RACING TEAM SCATTERED

Men Who Set Up Records Now Mostly in Government Service.

Automobile racing has been discontinued until after the war. The skilled pilots and daring dare devils, who have thrilled thousands with their exploits on the track during the past season are now with few exceptions devoting their efforts to winning the war.

The famous racing crew of the Hudson Motor Car Company is scattered, some in cantonments and on aviation fields and not a few in overseas service.

Back in a secluded corner of the great Hudson factory stands a racing car, shrouded in canvas, ghost like in its appearance—a mute, shackled champion. Hudson, like all others interested in racing, discontinued their efforts some time ago, even before the official season closed, but not until they had earned new laurels and established wonderful records for endurance.

One year ago Hudson, the holder of many famous records, including the great transcontinental run from San Francisco to New York and back in 10 days and 21 hours, set out to establish

## British Officers Inspect Trucks.



From the shell swept fields of France Brigadier-General W. H. White has come to call the loyal sons of Britain to the colors. He commands the British and Canadian Recruiting Mission, which has been the means of sending thousands of volunteers from the United States.

In a recent visit to Cleveland, Gen. White, with a party of fourteen British officers made an inspection tour through the Peerless plant as the guests of L. H. Kittredge, president of the company, who spent many months in Europe during the early days of the war. The General was particularly anxious to be shown the various stages in the construction of these mighty mechanical transports, as he had seen thousands of

## LIBERTY PRESENTS ROADSTER FOR TWO

Addition to Well Known Line Has Same Chassis as Other Models.

As neither the performance of the thousands of cars in service nor the painstaking research of their engineering department revealed any changes of importance that were either necessary or advisable the standard chassis perfected by the Liberty Motor Car Company of Detroit is being continued in the production of all 1918 models.

Liberty officials consider this abundant evidence that their car, which was so carefully designed, is fundamentally correct. And while there will be constant progress in the building of motor cars and new ideas and possibilities will be continually brought out, very few minor changes are all that the past year has demonstrated any requirement for.

Chief of the two or three slight alterations is the use of an aluminum crank case for the motor, resulting in reduced weight and of course increasing the power in proportion to the load.

Other features exclusive with the Liberty which will be continued in the new models, consist of (1) a counter shaft of extra heavy design, mounted on three bearings and driven by a fibroid gear made of thousands of layers of silk under tremendous hydraulic pressure, insuring absolute quietness. (2) Extra long connecting rods, reducing wear on the cylinder walls and wrist pin bearings. (3) Cylinders cast in block, insuring rigidity and correct alignment, enclosed in a solid cylinder block, which eliminates the possibility of leaking gaskets and prevents water from seeping into the combustion chamber.

Another feature worthy of mention is the hot spot in the manifold, a device for making more effective the use of low grade fuel, which has recently been adopted by a number of progressive manufacturers. This was incorporated in last year's Liberty cars, and naturally its worth having been demonstrated it will be continued in this year's models.

The five well known body models, consisting of four passenger roadster, five



Here is a one ton Universal Smith-Form-a-Truck attached to a Buick car by Cole & Dixon, Inc., in their big service station at 123 West Sixty-fourth street, where they have exceptional facilities for quick work.

passenger touring, brougham, landaulet and sedan, will continue to be represented in the Liberty line. In external appearance they will be much the same. Some changes in detail have been made to provide for the greater comfort and convenience of the owner, such as larger lamps, lower front license bracket, metal binding instead of cloth on the top box, haircloth carpets and straight pleated type upholstery.

This year will also see the introduction of the new two passenger roadster which was brought out in response to the request of Liberty dealers throughout the country. The demand for this model has already been so great as to cause an increase in the production schedule.

It is in common with other models, mounted on the standard Liberty chassis. The body lines are trim and modish, of distinctive Liberty design, and in this particular car give an exceptionally smart effect. The rear deck slopes down to a tapered, rounded point which accentuates the beauty and symmetry of the design.

The color scheme is a beautiful bright red for the body. A strip of rounded black moulding starts at a point a few inches from the hood and follows the body lines to the bottom of the rear deck. Chassis, fenders and radiator are black. Wood wheels of red striped with black lines are standard equipment.

## GOING AFTER "MORE BUSINESS."

That's the Fine Attitude of Most Men.

No greater tribute to the spirit of the American people in the present time has been found than in the attitude of the populace toward their every day life.

This, says George S. Morrow, president of the Saxon Motor Company at New York, dealer in Saxon motor cars in this territory, finds abundant evidence in the way in which people are purchasing motor cars.

"In a word," says Mr. Morrow, "instead of sitting down and wondering what the coming year will bring, people have adopted a revised version of the slogan 'Business as usual.' They have added to it the words 'and more of it.' It speaks volumes for the American nation."



## Weather Requires— Business Demands— Economy Dictates This Car

Every essential for an all-weather car's efficiency, accommodation and protection is obtainable in this Model 90.

In addition you save money without being deprived of roominess, comfort or beauty.

There is ample room for five adults. A tall man can stretch his legs and be at ease. The two front seats are individual with aisle between.

The body is Brewster Green with black top.

The car has 106-inch wheelbase, staggered doors, large tires, non-skid rear, rear cantilever springs, Auto-Lite starting and lighting and vacuum fuel system.

These days of greater demands upon men and their families magnify the time and energy saving value of this thrift car.

It protects your health and keeps you "on the job" in all weather.

**Appearance, Performance, Comfort, Service and Price**

Light Four Model 90 Small Sedan, \$1240  
Light Four Model 90 Touring Car, \$795

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### BETHLEHEM MOTOR TRUCKS

\$1245.	\$1305.	\$1775.	\$1850.
1 1/4 ton Chassis	1 1/4 ton complete with body and cab	2 1/4 ton Chassis	2 1/4 ton complete with body and cab

Bethlehem Motor Trucks are built to carry their owner's confidence